



URBAN SPORT PROJECT REPORT 2022

StreetGames worked with the Jason Roberts Foundation and TETH Youth & Adult Service to consult with a targeted group of local young people, co-create and deliver an exciting new Urban Sport Project between February and September 2022.



5,000 investment from London Sport and John Lyon's Charity



JOHN LYON'S
CHARITY



Pavillion Recreation Ground, Brent

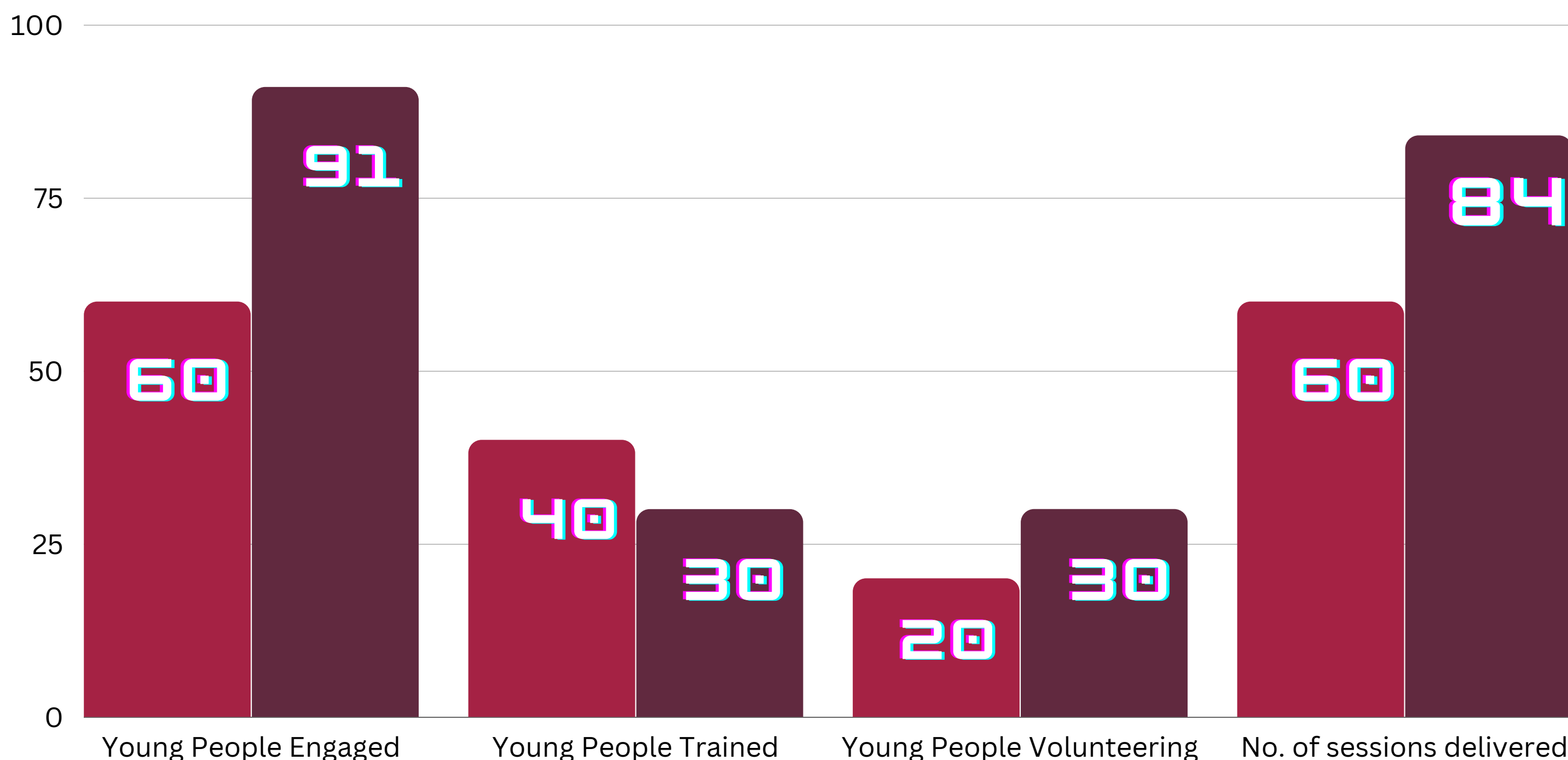


Sessions per week

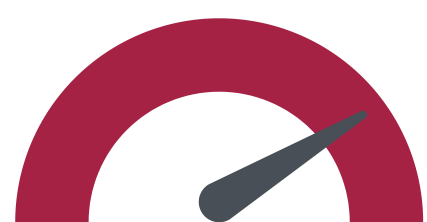


American Football, Rugby, Tennis and more in an informal, youth-club style with adapted games, music, mentoring and space for social interaction.

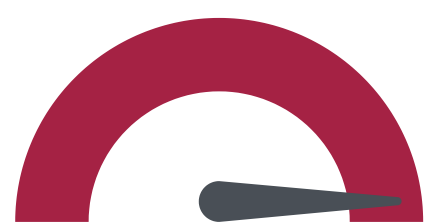
IMPACT



OUTCOMES



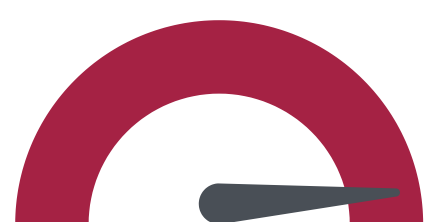
80% of participants reported they have made new friends.



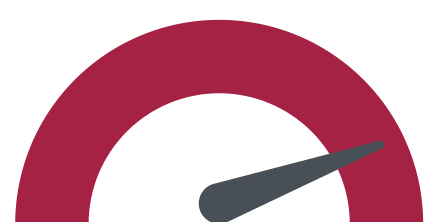
97% of participants attended to be healthy and fit.



98% of participants said they had learnt how to work as a team.



95% of participants reported that being on this programme has improved their Mental Health.



86% of participants said they had an improved sense of belonging.



93% of participants said the programme provided stability.



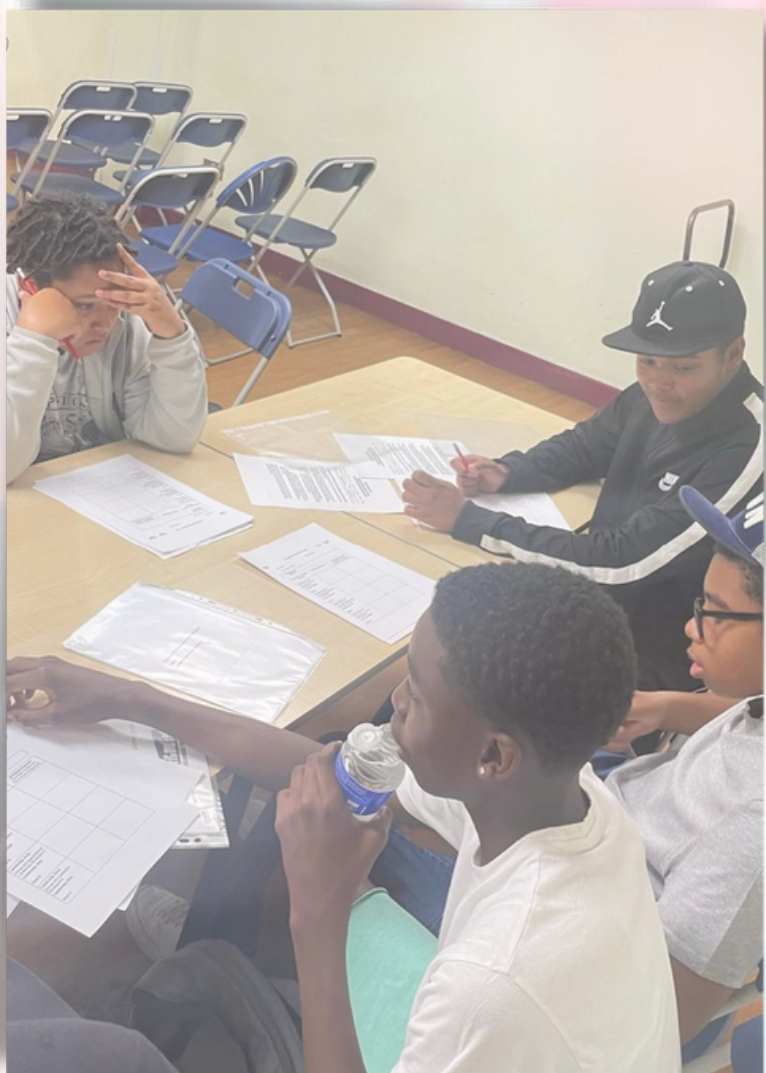
I enjoy being the organiser for the Urban Sport in the community. The social aspect is massively important for me and for the young people that come along. It's great to see some of these young people meeting people and coming out of their shells. Project Leader

I loved the StreetGames training and the opportunity to volunteer at the Copper Box Festival. It was an unforgettable experience. Participant

I enjoyed tag rugby because it's competitive and helps me build on my teamwork I also enjoyed playing a sport I haven't played before. Participant



CHANGING SPORT
STRENGTHENING COMMUNITIES
TRANSFORMING LIVES





KEY INGREDIENTS

The right young people.

Our Doorstep Sport sessions were originally aimed at boys in Brent aged 13-18 and from BAME backgrounds. Due to increased demand in the summer, we reduced the age to 10+ and opened the session up for girls. This wider audience still displayed many of the same risk factors around poverty, youth violence, physical and mental health problems and reduced community engagement.

The right delivery.

The organisations involved in delivering the project are **STABLE AND TRUSTED** and have served the local community before, during and after the Urban Sport Project. They were perfectly placed to engage with the young people we wanted to support through the project.

The staff were the **RIGHT STAFF** for this project. The organisations ensured that all of the workers involved were fully qualified, skilled, friendly, local and relatable.

Our collaborative **CLEAR ETHOS** is to use Doorstep Sport to help young people to become healthier, safer and more successful. The Urban Sport Project provided a safe environment where young people could increase physical activity, enhance their physical and mental wellbeing and learn vital life skills.

The organisations consulted with young people to ensure activities were **AT THE RIGHT TIME, IN THE RIGHT STYLE, IN THE RIGHT PLACE AND AT THE RIGHT PRICE** which resulted in changes to the planned sessions and feelings of empowerment.

The young people that engaged in the project accessed **REWARDS AND INCENTIVES** including the opportunity to attend sporting events, medals, t-shirts and vouchers.

The project provided **PERSONAL DEVELOPMENT OPPORTUNITIES** including access to training and volunteering. Participants were offered a mentoring and development session to help participants with their development and career pathway.

It was an **ATTRACTIVE OFFER**. It empowered young people and gave them the chance to try new and exciting activities they wouldn't normally be able to access!

We were able to signpost young people to other relevant **YEAR-ROUND OPPORTUNITIES** outside of the Urban Sport project.

Young people were shown the benefits of **LIFELONG PARTICIPATION IN SPORT** through education, mentoring, participation, goal-setting and evidence.

STREETGAMES ROLES

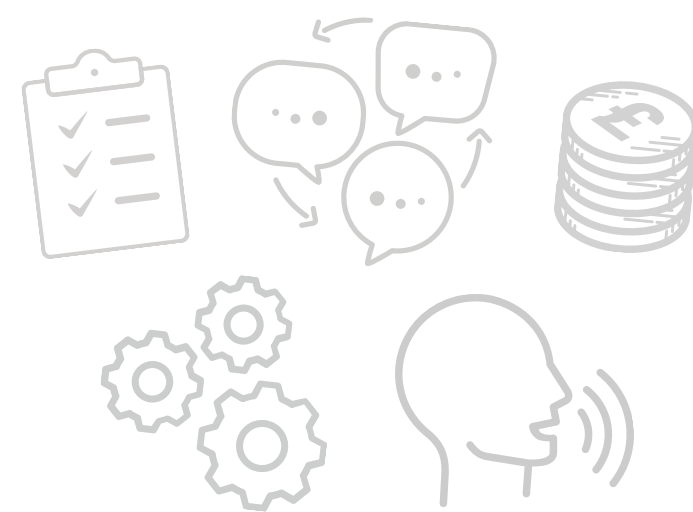
System weaver.

LTO support.

Insight through action.

Youth empowerment.

Sports Sector Collaboration.



StreetGames supported the Urban Sport Project by;

- Connecting London Sport with two LTOs working on the frontline in Brent, linking the Urban Sport and Doorstep Sport agenda
- Supporting the LTOs to put together a proposal based on the key ingredients of Doorstep Sport
- Providing development support for project leaders including with monitoring & evaluation and facilitating partnerships
- Linking LTOs with the StreetGames Partnership Sustainability Lead to explore potential funding opportunities
- Sharing mentoring resources and guidance gathered from best practice across the region and other sector leads
- Coordinating access to training for volunteers and participants in event management, coaching, mentoring and mental health
- Offering tickets to sporting events such as the Boxing at the o2 and Commonwealth Games
- Providing volunteering opportunities at events such as the Copper Box Multi-Sport Festival and Regional Roadshow
- Developing a collaborative SERVES offer in partnership with the LTA to sustain tennis activities beyond the funded period



SUSTAINABILITY & NEXT STEPS

Our Partnership Sustainability Lead is working with the organisations involved to improve their bid writing and increase the capacity of the number of people who can fundraise within the LTO. This is through attendance on our Sustainability Webinars which cover things like starting your fundraising journey, how to demonstrate the need as well as budgeting and terminology. Our Partnership Sustainability Lead is also on hand to support with identifying funders and reading over bids.

Until any future funding is secured, the LTOs will be utilising their newly trained volunteers to ensure that the sessions can continue.

Providing information and signposting to additional opportunities outside of the project could support continued engagement and provide an additional outlet for future programmes, both participatory and volunteering. Plans are also in place to develop a new Tag Rugby session following how popular this activity was in the programme.

With the cost of living crisis upon us, sessions like this and the support that is provided by the locally trusted organisations is vital for young people in diverting them away from youth violence and giving them a warm, safe place where they can also have a healthy meal.

Funding is still needed to support children and young people with their physical and mental health issues and according to our evaluation with the children and young people we support, they say that sport is one of the best tools to combat that. Project Leader

THANK YOU FOR YOUR SUPPORT!